

To: Dietrich Schmitt[dschmitt@nwifc.org]; Murchie, Peter[Murchie.Peter@epa.gov]
From: Chang, Lisa
Sent: Thur 3/24/2016 4:43:57 AM
Subject: RE: Swinomish add campaign
[image005.png](#)
[image006.png](#)

Thank you very much, Dietrich! This is extremely helpful. One additional question - Larry said that Strategies 360 has also placed digital (e.g., REI website, but he wasn't sure about this, and he didn't know the scope of where the ads had been placed - I checked the REI website and didn't see anything) and radio ads (e.g., NPR). Do you have any information on what content is being delivered via social media and other mechanisms to drive traffic to the website?

Thank you again!

Lisa

From: Dietrich Schmitt [dschmitt@nwifc.org]
Sent: Wednesday, March 23, 2016 4:49 PM
To: Chang, Lisa; Murchie, Peter
Subject: Swinomish add campaign

Lisa and Peter.

I had a conversation with Larry Wasserman today regarding Lisa's request for better understanding of the current geographical distribution and content of the billboards. He has indicated that the picture (see below) used in the current billboards is the same ones used on the Whatcom Co. Buses- which were pulled. The current schedule of the Billboard campaign is as follows:

- King County Billboard:
 - o Started week of 2/29, rotates to new locations 4/25 and 6/20

- Thurston County Billboard:
 - o Started week of 3/7, rotates 4/4, 5/2, 6/27

new locations will be determined 3-4 weeks before each rotation.

- Also our smaller billboards post as follows:
 - o #983 Guide Meridian/Horton (Bellingham) - posted week of 3/7
 - o #1621 State Highway 20/Christiansen Rd. - week of 5/2
 - o #1014 Guide Meridian/Stuart (Bellingham) - week of 6/27

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The What's Upstream website went active last year.

Regards,

Dietrich